



LouisianaTravel.com

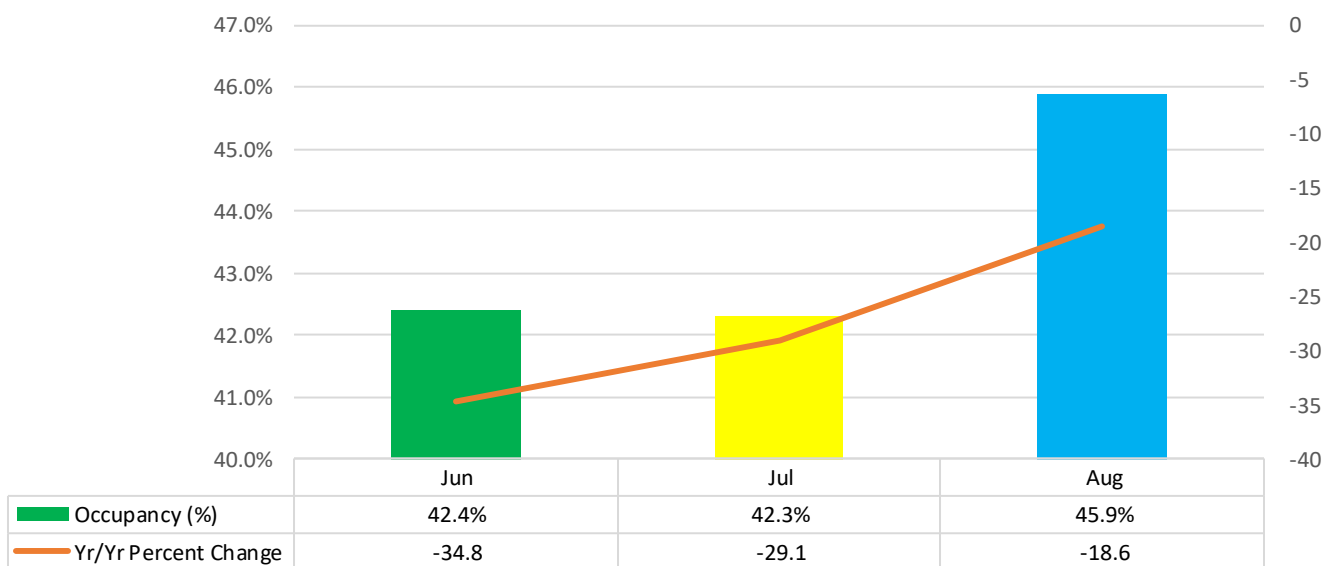
TOURISM INDUSTRY INDICATORS

SEPTEMBER 2020 MONTHLY TRACKING DASHBOARD

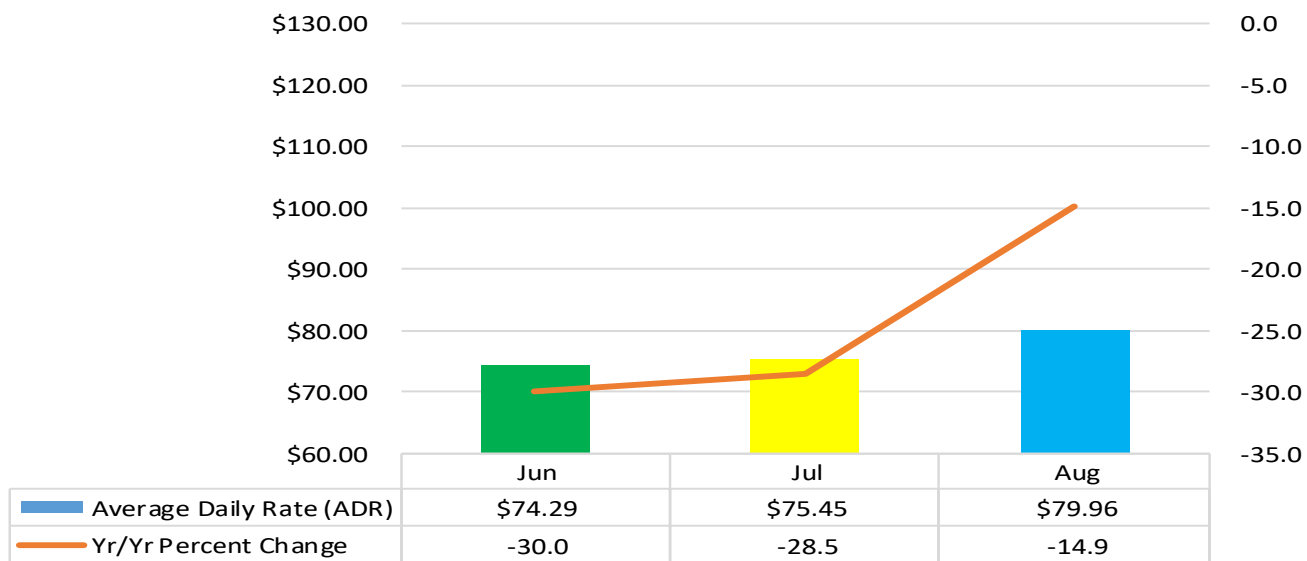
Produced by the Louisiana Office of Tourism

LODGING

Occupancy (%) Trends

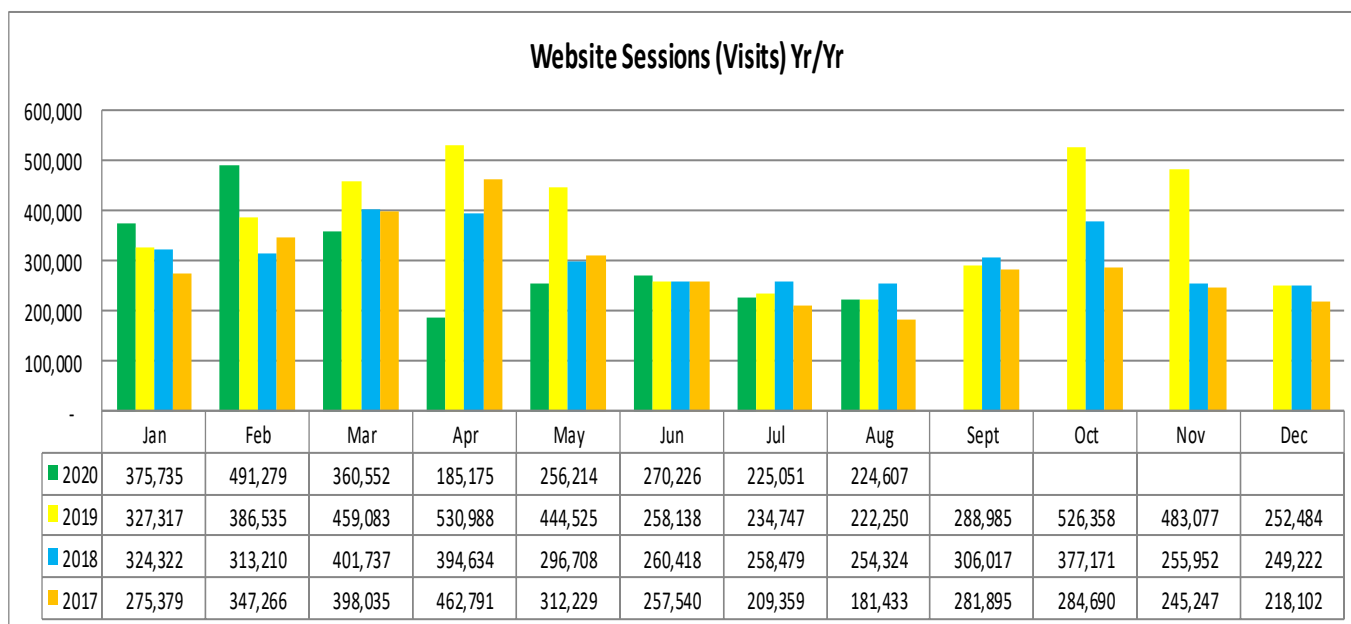


ADR (\$) Trends



Source: STR, Inc.

LOUISIANATRAVEL.COM

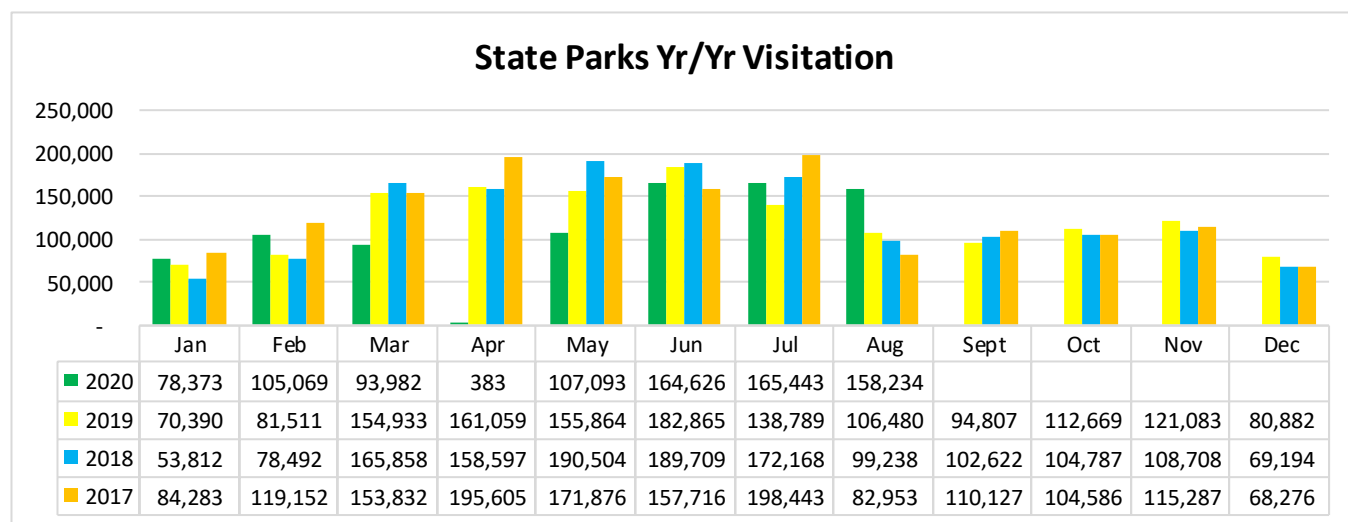


LouisianaTravel.com website showed an increase of 1.1 percent in total website visits in August 2020 over August 2019

Signals of Intent to Travel	Aug-20	Aug-19	Aug-18	Aug-17
Order a Guide	1,931	3,448	3,417	1,996
Visit Virtual Welcome Center	288	1,847	1,832	1,011
eNewsletter Sign Up	421	259	234	121
All Guide Downloads	500	644	1,222	192

Source: Google Analytics

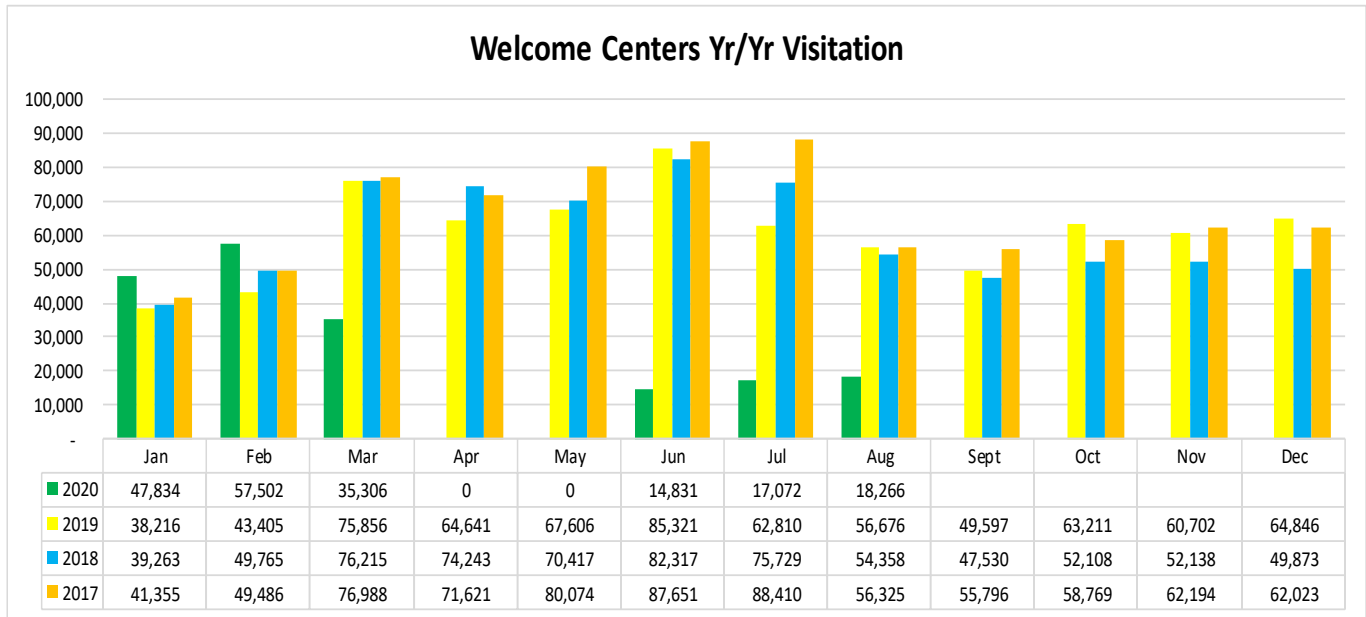
STATE PARKS



Source: Louisiana State Parks

For more information, contact Latoya Wells, Reservation System Director, at lwells@crt.la.gov or at 225.342.9519

WELCOME CENTERS



Statewide welcome centers visitation decreased by 68% in August 2020 over August 2019. Due to COVID-19, the welcome centers were closed in April and May.

Note: The New Orleans Welcome Center, Vidalia Welcome Center, and the Alexandria I-49 Welcome Center are permanently closed to visitors.

Welcome Centers Visitor Totals

International - Aug 2020	
Mexico	1,186
Canada*	15
Russia	9
Venezuela	6
China	5

States** - Aug 2020	
Texas	4,545
Tennessee	2,616
Mississippi	949
Florida	711
Alabama	629

Cities** - Aug 2020	
Hermitage, TN	2,040
Houston, TX	776
Whites Creek, TN	275
San Antonio, TX	185
Austin, TX	150

International Jan - Aug 2020	
Mexico	6,120
Canada*	4,374
France	1,252
United Kingdom	1,151
Germany	485

States** Jan - Aug 2020	
Texas	42,459
Mississippi	14,649
Alabama	11,143
Florida	10,511
Georgia	5,414

Cities** Jan - Aug 2020	
Houston, TX	5,988
Mobile, AL	2,966
Hermitage, TN	2,061
San Antonio, TX	1,559
Dallas, TX	1,504

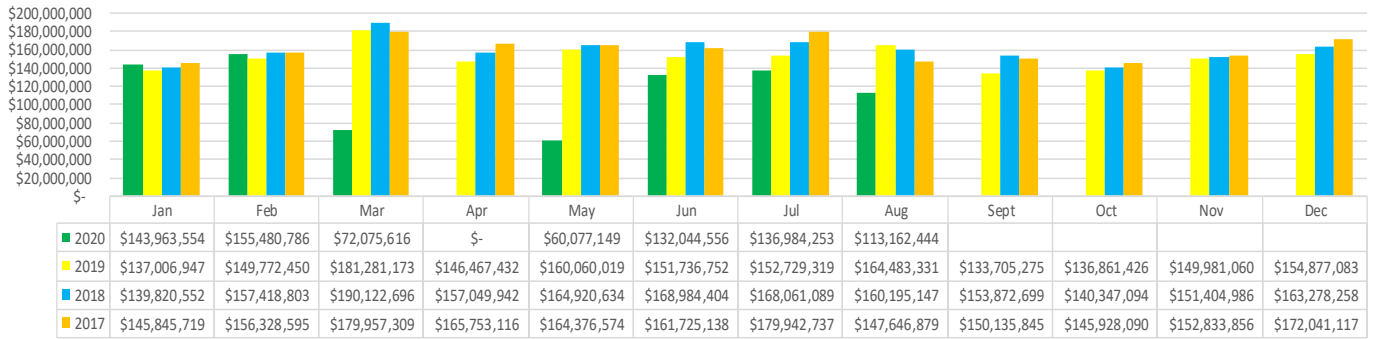
* Includes all of Canadian provinces in total. ** Excludes Louisiana residents.

Source: Louisiana Welcome Centers

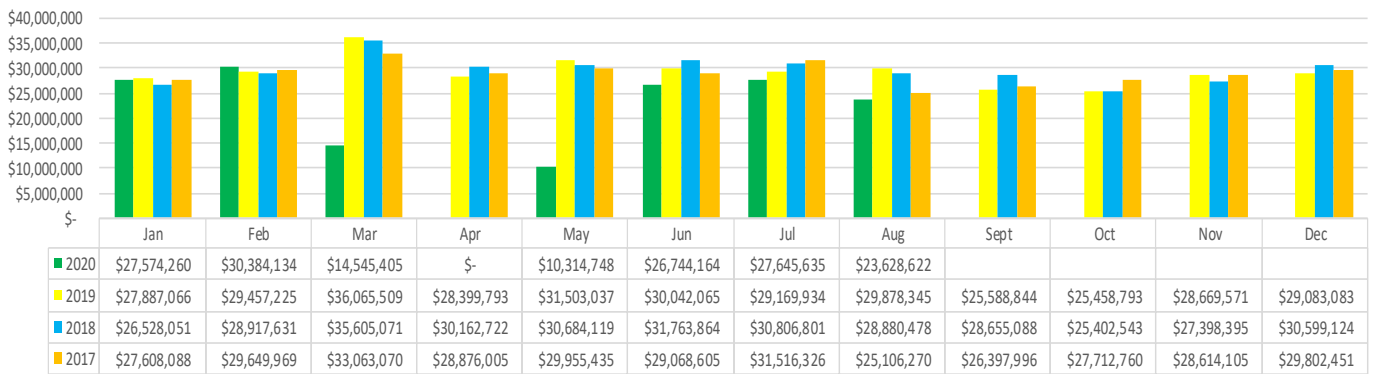
For individual Welcome Center visitation numbers, contact Jason Miller at capitolparkwcl@crt.la.gov.

GROSS GAMING REVENUE

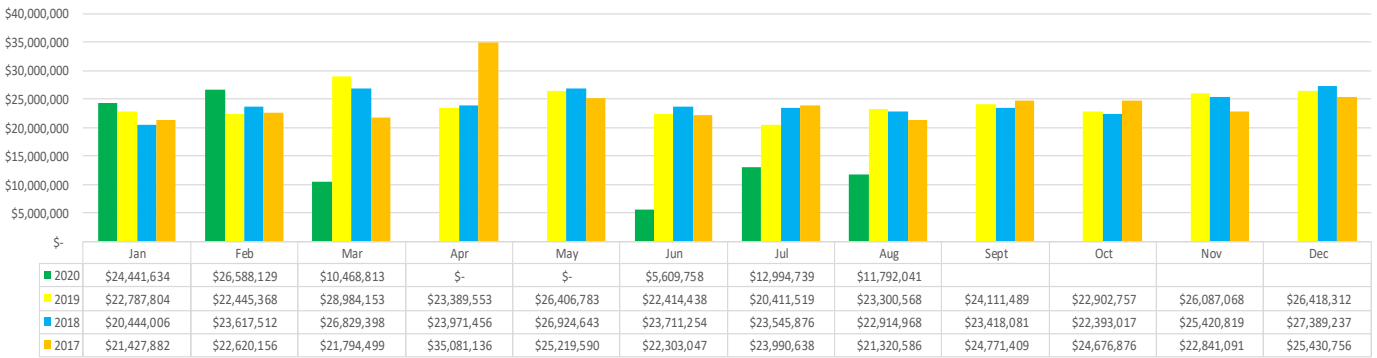
Riverboats - Yr/Yr Revenue



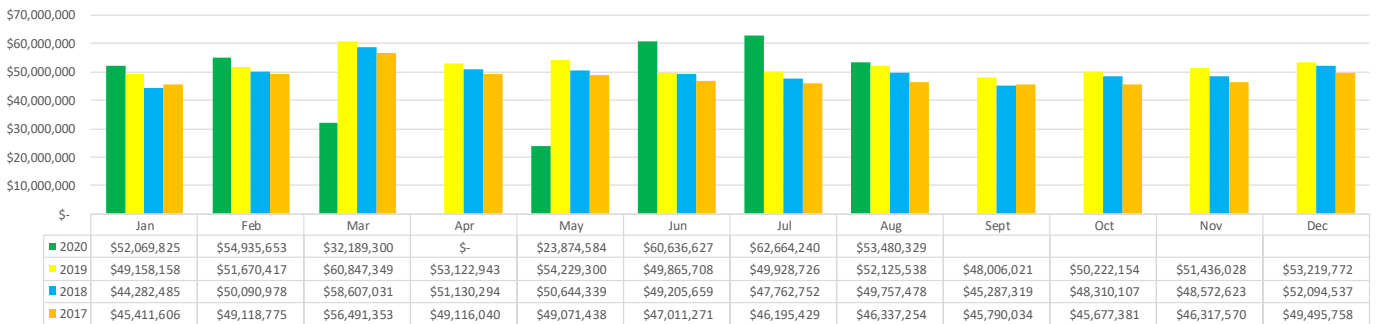
Racinos - Yr/Yr Revenue



Land Based - Yr/Yr Revenue



Video Gaming - Yr/Yr Revenue



Source: Louisiana State Police